



City of Arts & Innovation

INSTRUCTIONS FOR CREATING SLIDES FOR THE ELECTRONIC SIGNS

All slides must be approved by the City of Riverside, Office of Economic Development

PURPOSE

The banner program is intended solely for displaying messages regarding community and City sponsored events, attractions, activities and programs specifically within the city of Riverside, and of general interest to the public. These messages are displayed in designated locations specifically the Downtown, Marketplace and University areas in Riverside.

Marketplace (MP) Electronic Sign (Stands 81' Tall) – there are two (2) distinct components to the marketplace sign: The Message Center is a double-face, full color changeable message board; this portion of the sign is double sided but only permits the display of one message on both sides. The Business Center (advertising board) is located immediately below the message center and is able to display advertising messages from businesses that purchase advertising space. Advertising space on the Marketplace sign is sold to businesses in the Marketplace District and along the University corridor.

University Village (UV) electronic sign is a partnership between the City of Riverside and the management company of the University Village Shopping Center. The Message Center at UV is a double-face, full-color changeable message board. This portion of the board is double-sided but only permits the display of one message on both sides. Below the Message Center at UV is the tri-vision rotating display for UV use only. The City and UV split the time 50/50 for the Message Center at UV.

CONTENT

Your message may need to be edited or abbreviated to meet the electronic sign formatting requirements or City standards. Message requests must be received at least one (1) month prior to the requested message date. Messages will not be displayed earlier than one (1) month before the event date unless approved by City Staff. Availability is on a first-come, first-served basis. The city reserves the right to edit, refuse, or delete messages not meeting the banner program guideline.

Slide must include name of event (a logo is okay as long as it's easy to read), date and time, and a contact website or phone number for more information. (See samples).

Graphic design must conform to the required size specified below (and contain information required on the online application form):

Graphics must conform to the required size specified below:

Marketplace (MP) Electronic Sign:

- Image size 264 pixels wide x 136 pixels high.
- Resolution no higher than 130 (smaller size is okay)
- Full color, RGB only
- Photoshop jpeg only

University Village (UV) electronic sign:

- Image size 480 pixels wide x 240 pixels high
- Resolution no higher than 130 (smaller is okay)
- Full color, RGB only
- Photoshop jpeg only

Note: The Business Center (advertising board) is located immediately below the message center and is able to display advertising messages from businesses that purchase advertising space. Advertising space on the Marketplace sign is sold to businesses in the Marketplace District and along the University Corridor. For more information Email: ElectronicSign@riversideca.gov with the Subject: Business Center Advertising Request or Call: (951) 826-5608.